MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

DBS5028 – E-COMMERCE

(For Diploma students only)

3 JUNE 2016
3:00 p.m. – 5:00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **5 pages.**
2. Answer **ALL** questions in **Section A** on the **OMR sheet.**
3. Answer **ALL** questions in **Section B** in the **Answer Booklet.**

Section A: 20 Multiple Choice Questions (20 marks)
*Instruction: Shade your answers on the **OMR sheet**.*

1) *Lelong.com.my*, Malaysia auction and online shopping site is an example of _____ e-commerce model.
   A. C2C
   B. G2B
   C. G2C
   D. B2E

2) Which of the following is an example of pure e-commerce?
   A. Paying for a Malay novel at the online bookstore Kinokuniya.
   B. Yearly subscription to The Star newspaper.
   C. Buying a word game from Apple App Store.
   D. Shopping for Nike jersey at al-ikhsaN online shop.

3) How does forward e-auction work?
   A. A would-be buyer specifies the price (and other terms) he or she is willing to pay to any willing and able seller.
   B. A buyer places an item for bid (tender) on a request for quote (RFQ) system, potential suppliers bid on the job, with the price reducing sequentially, and the lowest bidder wins.
   C. Multiple buyers and their bidding prices are matched with multiple sellers and their asking prices, considering the quantities on both sides.
   D. A seller accepts bids from a variety of potential buyers, bidders increase price sequentially, and the highest bidder wins.

4) An e-mall is _____.
   A. a single company's website where products or services are sold; usually has an online shopping cart associated with it
   B. a single website where there are multiple online shops
   C. a private e-marketplace in which one company makes purchases from invited suppliers
   D. a single point of access, through a Web browser, to critical business information located inside and outside (via Internet) an organization

5) The matching of services, products, and advertising content with individual consumers and their preferences is known as _____.
   A. personalization
   B. user profiling
   C. content-based filtering
   D. market segmentation

6) In web advertising, *conversion rate* refers to _____.
   A. a count made each time a visitor clicks on a banner ad to access the advertiser's website
   B. the percentage of visitors who are exposed to a banner ad and click on it
   C. the number of times users call up a page that has a banner ad on it during a specific period
   D. the percentage of clickers who actually make a purchase

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7) The number of times users call up a page that has a banner on it during a specific period refers to _____.
   A. hit
   B. ad views
   C. ad click
   D. unique visit

8) Which of the following is an example of Government to Citizen (G2C) e-commerce?
   A. Checking your latest balance statement on *PTPTN* portal.
   B. Getting information about employment rights and training programs on *MyGovernment* portal.
   C. Paying for traffic summon on *MyEg* portal.
   D. All of the above.

9) Which of the following is **NOT** a benefit of mobile government?
   A. Provides the greatest chance of getting time-sensitive information such as terror alerts to citizens quickly and directly.
   B. Increases channels for public interactions.
   C. Increases the time and effort of communication.
   D. Encourages higher participation in e-voting, complaints or queries.

10) All of the following are advantages of e-learning **EXCEPT:**
   A. Can be customized to meet the individual needs of the learners.
   B. Practical skills are easier to learn and assess.
   C. Can be done in any geographic location.
   D. Less costly than learning at a traditional institute.

11) Which of the following is **TRUE** about C2C e-commerce?
   A. A business operates the online platforms on which C2C transactions take place.
   B. Consumers interact directly with each other.
   C. Buyers can shop for free, but sellers sometimes need to pay a fee to list their products.
   D. All of the above.

12) Sending an SMS message advertising a sale at a nearby shopping mall is an example of _____.
   A. location-based service
   B. relationship marketing
   C. direct marketing
   D. social advertising

13) Which of the following is a **NOT** a factor that drives the growth of m-commerce?
   A. Widespread availability and use of mobile devices.
   B. Increased prices of mobile devices.
   C. Improvement of bandwidth for data transmission.
   D. No need for a PC.

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14) Which of the following is a limitation of m-commerce?
A. Needs high speed connectivity.
B. Cost of setting up mobile and wireless broadband infrastructure.
C. Small screens of mobile devices.
D. All of the above.

15) All of the following are examples of social shopping **EXCEPT**:
A. Advertising a second hand car on *Craigslist Malaysia*.
B. Buying directly on *Facebook*.
C. Checking hotel reviews and ratings on *Trivago*.
D. Trading lands in *SecondLife*.

16) _____ are typically fraudulent email messages that direct user to a spoofed website and use his or her private information to commit identity theft.
A. Spamming
B. Page hijacking
C. Denial-of-service attacks
D. Phishing scams

17) _____ can collect almost any type of data, including personal information such as Internet surfing habits, user logins, and bank or credit card information.
A. Viruses
B. Botnets
C. Spyware
D. Worms

18) In an accepted online card transaction, _____ is the process of exchanging funds between the buyer and seller.
A. authorization
B. settlement
C. clearing
D. approval

19) The _____ is a written document that is required for seeking financing for a new online business. It identifies a company's goals and outlines how the company intends to achieve the goals and at what cost.
A. financial sheet
B. business case
C. cost benefit justification
D. business plan

20) When creating content on an e-commerce website, _____ refers to offering similar or complementary products and services to increase sales.
A. up-selling
B. promotion
C. cross-selling
D. flash sale

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Section B: 4 Structured Questions (60 marks)

*Instruction: Write your answers in the **Answer Booklet**.*

Question 1

Discuss the following e-commerce business models. Include examples of companies in your discussion.

a) Transaction brokers
b) Service providers
c) Pure-play
d) Group purchasing
e) Content providers
f) Click-and-mortar

[TOTAL 15 MARKS]

Question 2

a) Bong has started an online business that sells pet food and accessories on his website. Describe **THREE** ways how his company will earn money.

(6 marks)

b) Describe the benefits of online travel services to travelers and online job market to candidates.

(5 marks)

c) Explain channel conflict that may appear in e-tailing.

(4 marks)

[TOTAL 15 MARKS]

Question 3

The company you are working at has recently released a new product into the market. As the Marketing Manager, you and your team are assigned to prepare a short presentation of **FIVE** Web advertising methods. Include the advantages of each method.

[TOTAL 15 MARKS]

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Question 4

Anis has just launched the opening of her cake shop at Melaka Raya. She plans to use social network as an additional marketing channel to attract more customers to her shop.

a) List **FIVE** ways how social network can help Anis to reduce her operating costs.
(5 marks)

b) List **FIVE** ways how social network can help Anis to increase customer satisfaction.

(5 marks)

c) Describe how Twitter and Facebook can help Anis to conduct market research.
(5 marks)

[TOTAL 15 MARKS]

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